

Sunset Public Hearing Questions for
Beef Promotion Board
Created by Section 43-29-118, *Tennessee Code Annotated*
(Sunset Termination June 2021)

Enabling Statute, Purpose, and Rules and Regulations

1. Provide a brief introduction to the board, including information about its purpose, statutory duties, staff, and administrative attachment.

The Tennessee Beef Promotion Board is comprised of cattle industry representatives within the state. The program's purpose is to build demand for beef by supporting market development programs designed to increase beef demand and ensure beef's position as a preferred protein in a healthy diet. The Board's duties include planning for and monitoring the progress of marketing goals, proper oversight of financial resources, and ensuring the legal and ethical integrity of its actions. The Tennessee Beef Promotion Program is administered by the Tennessee Beef Industry Council.

2. Has the board promulgated rules and regulations? If yes, please cite the reference.

No rules have been promulgated.

Board Organization, Oversight

3. Provide a list of current members of the board. For each member, please indicate who appointed the member, statutory member representation, the beginning and end of the member's term, and whether the member is serving a consecutive term.

Beef Promotion Board Members	Appointed by TN Dept. of Ag Commissioner*	Tennessee Beef Industry Council Nominating Organization	Member's Term	Consecutive Term
Michael Simpson	*	TN Livestock Marketing Assn.	2017-2020	Yes
Larry Cunningham	*	TN Beef Cattle Improvement Assn.	2019-2022	
Russ Uselton	*	TN Farm Bureau	2019-2022	Yes
Gary Daniel	*	TN Cattlemen's Assn.	2017-2020	Yes
Stephanie Barnett	*	TN Livestock Marketing Assn.	2018-2021	Yes
Richard Brown	*	TN Livestock Marketing Assn.	2019-2022	
Roger Radel	*	TN Cattlemen's Assn.	2019-2022	Yes
Steve Anderson	*	TN Cattlemen's Assn.	2018-2021	Yes
Will Mayfield	*	TN Beef Cattle Improvement Assn.	2018-2021	Yes
Patterson Freeman	*	TN Farm Bureau	2018-2021	
Terry Snyder	*	TN Farm Bureau	2017-2020	Yes
Paul Moss	*	American Dairy Assn. of TN	2019-2022	
Comm. of Ag or designee	*Advisor	TN Department of Agriculture		
Dean of UT Ext./designee	*Advisor	University of Tennessee Extension		

4. Are there any vacancies on the board? If so, please indicate how long the position has been vacant and explain steps that have been taken to fill any vacancies.

No vacancies currently on the board.

5. How many times did the board meet in Fiscal Years 2018, 2019 and 2020? How many members were present at each meeting? Please note meetings where the board did not have a quorum.

	2018	2019	2020
Number of Meetings	4	4	4
Members present	13/13/12/13	11/11/9/8	8/12/12/10
Quorum attained	All	All	All

6. Describe the relationship between the board and the Tennessee Beef Industry Council. What functions do state employees perform and what functions do council employees perform?

The Board guides the program direction and expenditures of the TN Beef Promotion Program managed by the Tennessee Beef Industry Council (TBIC) staff. Council employees implement the marketing plan objectives set forth by the Board annually. No state employees are employed by the TBIC.

7. What entities oversee the board's activities? Provide links to any oversight reports and recommendations.

Monthly revenue reports, quarterly meeting minutes, and annual 3rd party financial audits are shared with the TN Department of Agriculture. Financial Statements are attached (9.30.18 and 9.30.19)

8. Does the U.S. Department of Agriculture review the board? Please provide links to any monitoring reports or audits.

No.

9. Does the board receive questions or complaints from the beef industry on the committee's use of the assessments? If so, how does the board handle these situations?

In general, rarely does the Beef Promotion Board receive questions or complaints regarding the program or use of assessments. If a question arises, staff listens and provides information requested. Also, there is 90-day refund provision in the statute and from inception to date refund requests have been less than 1% of collections.

Financial Information

10. What were the board's revenues and expenditures for Fiscal Years 2018, 2019 and 2020?

Does the board carry a reserve balance? Yes.

	2018	2019	2020 through June
Revenue	407,058	390,472	241,445
Expenditure	374,662	386,891	299,569
<i>Financial Statements are attached (9.30.18 and 9.30.19)</i>			

11. What per diem or travel reimbursements do board members receive? How much was paid to board members in Fiscal Years 2018, 2019 and 2020?

Travel reimbursements only.

	2018	2019	2020 through June
Reimbursements	\$2,488	\$2,577	\$1,510

12. How are the assessments on cattle sales (which fund the board) paid and who collects and tracks the assessments? How are refunds handled?

Assessments are collected when cattle are sold, generally through livestock markets and special sales. When cattle are sold, the market or sale manager collects the assessment and sends the form and collected amount to the bank lockbox where the deposit is made. The deposit report and collection form are sent to the TBIC where it is tracked. If a livestock market or special sale does not remit the assessment by the 15th of the following month in which the sale occurred, the TBIC sends a series of letters requesting payment.

Refunds requested within 90 days of the transaction are issued from the TBIC office.

13. Who decides how to spend the proceeds from the assessments? What percent is kept by the committee and what percent is kept by the Dairy Alliance?

The Board approves an annual marketing plan and budget that outlines program areas and expenditures. There is not a committee that keeps a percent nor does the Dairy Alliance keep a percent of funding.

14. Section 43-29-110, *Tennessee Code Annotated*, states that purchase records are subject to inspection by the commissioner of the Department of Agriculture. Does the department have a process to inspect the board's records? Has the department inspected the records, and if so, what were the results?

The Department of Agriculture's Board appointee receives a monthly revenue/refund report, and the appointee, Director of Marketing, and Commissioner receive the quarterly meeting minutes, program updates, financial reports, and annual 3rd party audit.

15. Does the Department of Agriculture have a process to review the board's expenditures to ensure that the board is complying with statutory requirements for the use of the funds? Does the department exercise any oversight on how money is spent?

As an advisor to the Board, the Commissioner's appointee attends quarterly board meetings and provides guidance in program planning and budget allocations. Programs and expenditures follow similar guidelines for Federal Beef Checkoff Program, overseen by USDA.

16. Are you aware of any fraud or misuse of funds related to the beef promotion program in Tennessee?

We are not aware of any fraud or misuse of funds.

Sunshine Law, Public Meetings, and Conflict of Interest Policies

17. Is the board subject to Sunshine law requirements (Section 8-44-101 et seq., *Tennessee Code Annotated*) for public notice of meetings, prompt and full recording of minutes, and public access to minutes? If so, what procedures does the board have for informing the public of meetings and making minutes available to the public?

Yes. Meeting information is posted on the TN Department of Ag Newsroom website and on the State Calendar 2 weeks prior to meetings. Minutes are provided to the Department after each quarterly meeting and are available to the public upon request.

18. Does the board allow for public comment at meetings? Is prior notice required for public comment to be heard? If public comment is not allowed, how does the board obtain feedback from the public and cattle industry members?

Yes, public comments are allowed. No prior notice is required.

19. In response to the 2014 Q&A, the board stated it planned to implement a conflict of interest policy in Fiscal Year 2015. Please attach a copy of the policy.

Please see attached copy of the TBFB conflict of interest policy.

20. Does the board have a website or information on the Department of Agriculture's website? If so, please provide the web address. What kind of public information is available on the website?

Yes. General information about the program and who to contact for more information.

<https://www.tn.gov/agriculture/departments/business-development-division/livestock---genetics/livestock-marketing-resources-rd/beef/tennessee-beef-promotion-program.html>
www.tnbeef.org

Reports, Major Accomplishments, and Proposed Legislative Changes

21. Provide a link to the annual report required by Section 43-29-115, *Tennessee Code Annotated*, to be filed with the Commissioner of the Department of Agriculture for Fiscal Years 2018, 2019 and 2020. Does the board prepare other reports about its activities, operations, and accomplishments?

A hard copy of the financial audit and annual report is provided to the Commissioner each year. The 2018 and 2019 annual reports are attached. The TBIC annual report is the combined report

for the Federal Beef Checkoff and State Beef Promotion dollars and programs for Tennessee. Please note that the outreach highlighted in the report are only a sampling of the programs.

In addition, monthly articles are included in the Tennessee Cattlemen's Magazine, a quarterly e-newsletter and free printed magazine are available to board members and all cattle producers.

22. What beef promotion activities did the board engage in in Fiscal Years 2018, 2019 and 2020. How does the board evaluate the success of these activities?

Please see attached FY18, FY19, & FY20 Marketing Plans for an idea of some of the promotional activities the Beef Promotion Board engages in. These are plans, subject to change, but a solid road map to the work that is planned to be done. Some elements are ongoing and some change from year to year.

The programs and activities are evaluated differently based on the platform of the program. Some activities are evaluated based on participation, others on consumers reached, engagement with consumers and some based on one-on-one feedback. In some instances, pre and post evaluations are used to gauge participant knowledge.

23. What were the board's major accomplishments during Fiscal Years 2018, 2019 and 2020?

These are just a very few of the major accomplishments.

2018 – Tennessee Dietitians learned about Beef as a First Food. 160 Registered Dietitians and students were provided information regarding the importance of introducing beef as a first complementary food for infants and toddlers. A targeted group of pediatric dietitians received a special information session where the new research was highlighted prior to the conference start.

2018 – UT BEEF DAY – the 31st Annual was held at Neyland Stadium with the VOL Radio Network. This promotion is important because it combines Retail, Foodservice, Advertising, and an onsite consumer event. Food City partners with the Beef Promotion Program to provide a SweepSTEAKS UT ticket giveaway contest for everyone who purchases fresh beef during the 3-week in-store promotion. TX Roadhouse provides 300 pounds of grilled beef samples for beef hungry fans during the BEEF Day onsite promotion. The VOL Radio Network provides radio – broadcast over 89 stations, social media and website posts/ads, in-stadium LED signage, printed advertising, onsite banners and an onsite beef producer interview which highlights the importance of beef farmers and ranchers and nutritious product they provide TN.

2019 – July Beef Month – This month-long promotion encompasses numerous elements with all have one thing in common... highlighting beef. Several of the events include the Governor's July Beef Month Proclamation and Steak presentation – this is highlighted through social media and new releases across the state. In addition, the Beef Promotion Board helps sponsor the Battle of the Burger in Nashville - where the hottest burger restaurants compete for bragging rights to be Nashville's best Burger and Memphis Burger Week – where burger restaurants offer \$5 burgers and burger fans flock to try new tasty beefy treats. And new for 2019 during July Beef Month – Beef Promotion partnered with Tennessee Farmer's Cooperatives across the state to host 10 Beef &

Burger Days which thanked beef farmers and ranchers for raising a top quality product and shared what the Beef Promotion Program was doing to promote beef throughout the state.

2019- Youth Culinary Camp – the second annual camp was held with a sold-out event as students came together to learn about beef selection, preparation, and grilling techniques. The students learned about how beef is raised. They were introduced to “Chuck” artificial intelligence app, developed by NCBA, a contractor to the Beef Checkoff, which shares beef information with consumers anytime – night or day. The students were excited about the skills they had learned and were ready to share beef at home with their families.

2019 - Music City Fit Expo at the Vanderbilt Recreation & Wellness Center – The Beef Promotion Program helped to sponsor Lance Pekus – American Ninja Warrior at the Fit Expo. Lance, a cattleman from Idaho, has competed multiple times in ANW and helped kids and adults at the Expo understand how beef fuels strength. He shared his ‘Farm to Gym’ workout which included lifting hay bales and carrying feed buckets. Lance and members of Tennessee’s Beef Running Team also beef nutrition information with attendees. Over 2,500 people attended the event.

2020 – Most of our work this year has been adjusted to virtual, on-line, social media platforms. While we have not completed our fiscal year yet, several of the accomplishments have come in ways we have not planned. We have created a lot of content for Facebook and Instagram. Some of the pieces that have garnered the most attention have been our “At Home with Beef” cooking series where staff prepared beef recipes and reworked them with ingredients they had at home, highlighting beef cuts that could be substituted for ones listed in the recipes. This series also co-cooked with restaurant chefs around Nashville. The chefs selected recipes from Beef Its What’s for Dinner. com and put their own spin on it in their own kitchens. This gave viewers a ‘behind the scenes’ look at being creative in a chef’s kitchen.

2020 – Most recently our summer intern just completed an online reading program called ‘Beef Book Club.’ Each week for 8 weeks she read an accurate beef book that shared how cattle are raised. After participants watched the video either live or later, they could take a quiz about the book. The participants who completed all the book videos and quizzes will receive a prize. To date at least 1 of the book videos has been viewed 1,100 times and the ‘Beef Book Club’ was also just highlighted in the national online publication BEEFMagazine, so we really do not know what the final reach will be.

24. Please describe any items related to the board that require legislative attention and your proposed legislative changes.

There are currently no proposed legislative changes needed.

25. Should the board be continued? To what extent and in what ways would the absence of the authority affect the public health, safety, or welfare of the citizens of Tennessee?

Yes. The beef industry in Tennessee is one of the top economic drivers. Tennessee has approximately 40,000 family owned cattle farms. The Beef Promotion Program educates Tennessee consumers about the health benefits of beef and beef products. Beef is natural, delicious, and nutritious. It offers 10 essential nutrients to support healthy lifestyles and help families thrive.

Tennesseans are educated on these facts through the programs the Beef Promotion Program provides. The Beef Promotion Program shares important health and safety information with consumers regarding beef selection, storage, and preparation. In addition, the program assists healthy professionals to understand the nutritional elements and benefits beef provides. Educators and students have access to free materials that showcase beef's role in the diet, how cattle improve the environment and provide important by-products for many of the activities we enjoy daily. Without the State Beef Promotion Program, cattle farmers and ranchers across the state would be more limited in the ways they share information with their consumers. The farmer and rancher directed Beef Promotion Program gives them an independent factual voice with consumers, so they can focus on farming.

26. Please identify the appropriate agency representative or representatives possessing substantial knowledge and understanding of the responses provided to the sunset review questions.

Gary Daniel, Chairman
Valerie Bass, Executive Director Beef Industry Council

27. Please identify the appropriate agency representative or representatives who will respond to the questions at the scheduled sunset hearing.

Gary Daniel, Chairman
Valerie Bass, Executive Director Beef Industry Council

28. Please provide the office address, telephone number, and email address of the agency representative or representatives who will respond to the questions at the scheduled sunset hearing.

Gary Daniel
199 Gary Daniel Lane
Cypress Inn, TN 38452
931-244-4403
Dlc4@tds.net

Valerie Bass
530 Brandies Circle Suite A
Murfreesboro, TN 37128
615 896 5811
vbass@tnbeef.org

TENNESSEE BEEF PROMOTION BOARD
MURFREESBORO, TENNESSEE

FINANCIAL STATEMENTS
AND
INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

SEPTEMBER 30, 2018

TENNESSEE BEEF PROMOTION BOARD
MURFREESBORO, TENNESSEE

FINANCIAL STATEMENTS
AND
INDEPENDENT ACCOUNTANT'S COMPILATION'S REPORT

SEPTEMBER 30, 2018

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INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Board of Directors
Tennessee Beef Promotions Board
Murfreesboro, Tennessee

Management is responsible for the accompanying financial statements of the Tennessee Beef Promotion Board (a special purpose government) ("TBPB"), which comprise the Statement of Net Position as of September 30, 2018, and the related statements of activities and cash flows for the year then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the American Institute of Certified Public Accountants. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures required by accounting principles generally accepted in the United States of America. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the TBPB's net position, changes in net position, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

KraftCPAs PLLC

Nashville, Tennessee
February 13, 2019

TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF NET POSITION

SEPTEMBER 30, 2018

(SEE INDEPENDENT ACCOUNTANT'S COMPILATION REPORT)

	<u>2018</u>
<u>ASSETS</u>	
CURRENT ASSETS	
Cash	\$ 684,859
State of Tennessee checkoff receivable	36,996
Prepaid promotional materials	<u>24,549</u>
TOTAL CURRENT ASSETS	<u>746,404</u>
TOTAL ASSETS	<u>\$ 746,404</u>
<u>LIABILITIES AND NET POSITION</u>	
CURRENT LIABILITIES	
Accounts payable	\$ 10,096
Due to Tennessee Beef Industry Council	<u>79,959</u>
TOTAL LIABILITIES	<u>90,055</u>
NET POSITION	
Unrestricted net position	<u>656,349</u>
TOTAL NET POSITION	<u>656,349</u>
TOTAL LIABILITIES AND NET POSITION	<u>\$ 746,404</u>

TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED SEPTEMBER 30, 2018

(SEE INDEPENDENT ACCOUNTANT'S COMPILATION REPORT)

	<u>2018</u>
SUPPORT AND REVENUES	
Assessments - net:	
State of Tennessee checkoff	\$ 405,928
Interest income	<u>1,130</u>
 TOTAL SUPPORT AND REVENUES	 <u>407,058</u>
 EXPENSES	
Program services:	
Promotion	71,088
Public relations	93,623
Industry information	10,288
Producer communications	92,595
Compliance	<u>23,208</u>
 Total program expenses	 290,802
 General and administrative expenses	 <u>83,860</u>
 TOTAL EXPENSES	 <u>374,662</u>
 CHANGE IN NET POSITION	 <u>32,396</u>
 NET POSITION, BEGINNING OF YEAR AS PREVIOUSLY REPORTED	 695,822
 PRIOR PERIOD RESTATEMENT *	 <u>(71,869)</u>
 NET ASSETS - BEGINNING OF YEAR AS RESTATED	 <u>623,953</u>
 NET POSITION, END OF YEAR	 <u><u>\$ 656,349</u></u>

* During 2018, the allocation of expenses between Tennessee Beef Industry Council and the Tennessee Beef Promotions Board was adjusted, which resulted in an adjustment to the Net Position previously recorded by \$71,869.

TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED SEPTEMBER 30, 2018

(SEE INDEPENDENT ACCOUNTANT'S COMPILATION REPORT)

	<u>2018</u>
OPERATING ACTIVITIES	
Change in net position	<u>\$ 32,396</u>
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
(Increase) decrease in:	
State of Tennessee checkoff receivable	4,969
Prepaid promotional materials	(7,935)
Due from Beef Education and Enhancement Foundation	821
Increase (decrease) in:	
Accounts payable	1,837
Due to Tennessee Beef Industry Council	<u>76,456</u>
TOTAL ADJUSTMENTS	<u>76,148</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>108,544</u>
INCREASE IN CASH FOR THE YEAR	108,544
CASH, BEGINNING OF YEAR	<u>576,315</u>
CASH, END OF YEAR	<u><u>\$ 684,859</u></u>

TENNESSEE BEEF PROMOTION BOARD
MURFREESBORO, TENNESSEE

FINANCIAL STATEMENTS
AND
INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

SEPTEMBER 30, 2019

TENNESSEE BEEF PROMOTION BOARD
MURFREESBORO, TENNESSEE

FINANCIAL STATEMENTS
AND
INDEPENDENT ACCOUNTANT'S COMPILATION'S REPORT

SEPTEMBER 30, 2019

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INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Board of Directors
Tennessee Beef Promotions Board
Murfreesboro, Tennessee

Management is responsible for the accompanying financial statements of the Tennessee Beef Promotion Board (a special purpose government) ("TBPB"), which comprise the statement of financial position as of September 30, 2019, and the related statements of activities, functional expenses and cash flows for the year then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the American Institute of Certified Public Accountants. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures required by accounting principles generally accepted in the United States of America. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the TBPB's financial position, changes in net assets and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

KraftCPAs PLLC

Nashville, Tennessee
January 22, 2020

TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF FINANCIAL POSITION

SEPTEMBER 30, 2019

(SEE INDEPENDENT ACCOUNTANT'S COMPILATION REPORT)

ASSETS

CURRENT ASSETS

Cash	\$ 697,568
State of Tennessee checkoff receivable	35,875
Prepaid promotional materials	<u>17,369</u>

TOTAL CURRENT ASSETS	<u>750,812</u>
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TOTAL ASSETS	<u>\$ 750,812</u>
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Due to Tennessee Beef Industry Council	\$ <u>90,882</u>
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TOTAL LIABILITIES	90,882
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NET ASSETS WITHOUT DONOR RESTRICTIONS	<u>659,930</u>
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TOTAL LIABILITIES AND NET ASSETS	<u>\$ 750,812</u>
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TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED SEPTEMBER 30, 2019

(SEE INDEPENDENT ACCOUNTANT'S COMPILATION REPORT)

SUPPORT AND REVENUES - WITHOUT DONOR RESTRICTIONS

Assessments - net:

State of Tennessee checkoff	\$ 388,703
Interest income	<u>1,769</u>

TOTAL SUPPORT AND REVENUES	<u>390,472</u>
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EXPENSES

Program services:

Promotion	61,436
Public relations	103,138
Industry information	13,956
Producer communications	88,934
Compliance	<u>23,264</u>

Total program expenses	290,728
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General and administrative expenses	<u>96,163</u>
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TOTAL EXPENSES	<u>386,891</u>
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CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	3,581
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NET ASSETS WITHOUT DONOR RESTRICTIONS - BEGINNING OF YEAR	<u>656,349</u>
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NET ASSETS WITHOUT DONOR RESTRICTIONS - END OF YEAR	<u><u>\$ 659,930</u></u>
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TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF FUNCTIONAL EXPENSES

FOR THE YEAR ENDED SEPTEMBER 30, 2019

							SUPPORTING SERVICES	
	PROMOTION	PUBLIC RELATIONS	INDUSTRY INFORMATION	PRODUCER COMMUNICATIONS	COMPLIANCE	TOTAL PROGRAM SERVICES	GENERAL AND ADMINISTRATIVE	TOTAL FUNCTIONAL EXPENSES
Salaries	\$ 10,267	\$ 28,639	\$ 5,647	\$ 50,832	\$ 7,600	\$ 102,985	\$ 48,619	\$ 151,604
Benefits	1,593	4,391	333	2,993	1,229	10,539	7,025	17,564
Payroll taxes	972	2,699	205	1,846	756	6,478	4,319	10,797
TOTAL PAYROLL AND RELATED EXPENSES	12,832	35,729	6,185	55,671	9,585	120,002	59,963	179,965
Advertising	35,525	-	1,449	13,044	-	50,018	-	50,018
Depreciation	-	-	-	-	-	-	-	-
Materials and supplies	6,204	40,272	1,555	13,995	8,411	70,437	6,326	76,763
Meeting	-	4,633	-	-	-	4,633	5,433	10,066
Occupancy	243	243	12	105	234	837	16,160	16,997
Professional fees	2,173	3,331	105	943	2,095	8,647	5,586	14,233
Program services	2,150	14,850	4,537	4,163	718	26,418	-	26,418
Repairs and maintenance	867	1,223	42	376	836	3,344	1,124	4,468
Travel	320	1,186	17	150	304	1,977	342	2,319
Utilities	1,122	1,671	54	487	1,081	4,415	1,229	5,644
TOTAL FUNCTIONAL EXPENSES	\$ 61,436	\$ 103,138	\$ 13,956	\$ 88,934	\$ 23,264	\$ 290,728	\$ 96,163	\$ 386,891

TENNESSEE BEEF PROMOTION BOARD

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED SEPTEMBER 30, 2019

(SEE INDEPENDENT ACCOUNTANT'S COMPILATION REPORT)

OPERATING ACTIVITIES

Change in net assets	\$ 3,581
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
(Increase) decrease in:	
State of Tennessee checkoff receivable	1,121
Prepaid promotional materials	7,180
Increase (decrease) in:	
Accounts payable	(10,096)
Due to Tennessee Beef Industry Council	<u>10,923</u>
TOTAL ADJUSTMENTS	<u>9,128</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>12,709</u>
INCREASE IN CASH	12,709
CASH - BEGINNING OF YEAR	<u>684,859</u>
CASH - END OF YEAR	<u>\$ 697,568</u>

CONFLICT OF INTEREST POLICY

The Tennessee Beef Promotion Board (TBPB) is charged with administering the Tennessee Beef Promotion Program. In carrying out this charge, it is important that the TBPB exercise its responsibilities and duties free of any potential conflicts of interest or the appearance of conflicts of interest. Therefore, it is the policy of TBPB that each director, at the time of appointment, and annually thereafter, execute a disclosure affidavit. Through the affidavit, TBPB directors will disclose any relationships that might create a conflict of interest and declare that the TBPB director will not: (1) associate with persons as defined herein in a manner that would impair the TBPB's independence or integrity; (2) disclose information not authorized for release obtained through their position as TBPB directors; or (3) accept gifts or discounts from related organizations. The chairperson of the Executive Committee will review all affidavits and determine whether a conflict of interest exists for any TBPB director. The vice-chairperson of the TBPB will review the Executive Committee chairperson's affidavit and determine whether a conflict of interest exists.

1. **Conflicts of Interest.** A potential conflict of interest shall exist if a TBPB director has a relationship, as defined below, with any person who is transacting or may transact business with the TBPB. With respect to persons who may transact business with the TBPB, a potential conflict exists only if (1) the TBPB is doing business with such person and the TBPB director is involved, or responsible for, the oversight of such program, or (2) a proposal is pending from such person before the TBPB or a committee of the TBPB and the TBPB director is in a position to influence approval of such proposal.
2. **Relationship.** A relationship giving rise to a potential conflict of interest exists if a TBPB director or his or her immediate family:
 - (1) is or has been a director, officer or employee of a person that has done, is doing, or is proposing to do business with the TBPB; or
 - (2) is or will be an owner, partner, member or shareholder of such person or receives, has received or may receive any financial or other benefit from such person.

TBPB directors must disclose all such relationships unless they terminated more than two years prior to completing an initial or subsequent disclosure statement. For the purpose of this policy, a passive investment in a publicly traded corporation representing less than 5% of the then outstanding stock of that corporation shall not constitute a relationship giving rise to a potential conflict of interest.

For purposes of determining whether a conflict of interest exists, immediate family shall include parents, grandparents, siblings, children, grandchildren, spouses, in-laws, uncles, aunts, nephews, nieces, and first cousins. The financial interests or business relationships of such persons shall be ascribed to the TBPB director. **A person includes any natural person and any sole proprietorship, corporation, association, Limited Liability Company, partnership or other legal entity.**

3. **Gifts.** TBPB directors may accept personal gifts from persons transacting business with the TBPB subject to the following restrictions. A TBPB director may accept any gift valued at less than \$50 so long as accepting it does not create the appearance of conflict of interest. A TBPB director may accept gifts valued at \$50 but less than \$250 so long as he or she reports such gifts on his or her annual disclosure statement. For gifts valued at \$250 or more, a TBPB director may not accept such a gift without the prior written permission of the chairperson of the Executive Committee or its designees. A gift includes any goods, services, discounts, or any other benefit that a TBPB Director receives in exchange for no consideration or less consideration than the value of the benefit given.
4. **Travel and Meals.** TBPB directors may accept meals, lodging, transportation and miscellaneous expenses subject to certain conditions. Meals must be provided in conjunction with working sessions of meetings, conferences or other events directly related to TBPB business. A TBPB director may accept payment or reimbursement for lodging, transportation or miscellaneous expenses in connection with a meeting, conference or other event that the TBPB director attends as a TBPB representative to promote the TBPB's agenda.
5. **Reporting.** TBPB directors must report all relationships that give rise to a potential conflict or interest, all gifts valued at \$50 or more and all travel related payments and reimbursements in their annual disclosure statement. TBPB directors must promptly disclose to the chairperson of the Executive Committee any potential conflict of interest regarding any proposed business transaction. The chairperson of the Executive Committee or its designees shall keep confidential all reports and information otherwise disclosed to them.
6. **Review for Conflict of Interests.** The chairperson of the Executive Committee shall review disclosure statements to determine whether a conflict of interest exists. If the chairperson of the Executive Committee determines that a conflict exists, the TBPB director with the conflict shall be required to recuse him or herself from participating in or voting on any matter involving the conflict. The chairperson of the Executive Committee may also determine that a TBPB director has accepted gifts, meals or travel-related benefits that give rise to a conflict of interest. In such cases, the TBPB director may be required to recuse him or herself from considering any matter involving the person who provided the gift or benefit. The Executive Committee may also require a TBPB director to return gifts or reimburse a person for travel-related benefits that create a conflict of interest.

Even if no conflict of interest is found, TBPB directors are strongly encouraged to exercise their best judgment and recuse themselves from participating in or voting on matters where there is the appearance of a conflict of interest.

ANNUAL CONFLICT OF INTEREST DISCLOSURE STATEMENT

I, _____, a director of the Tennessee Beef Promotion Board (TBPB), have received, read and understand TBPB's Conflict of Interest and Gift Policy.

_____ To the best of my knowledge I do not have any relationship with any person that is transacting, has transacted or may transact business with the TBPB.

_____ To the best of my knowledge I have a relationship with persons that may give rise to a conflict of interest. Please identify below the person, the nature of the relationship and the nature of the transaction. Attach additional sheets if necessary.

Please list all gifts valued at more than \$50 that you have received in the past year from persons who have transacted, are transacting, or may transact business with the TBPB. Attach additional sheets if necessary.

Please identify all travel-related benefits that you have received in the past year from persons who have transacted, are transacting, or may transact business with the TBPB. Attach additional sheets if necessary.

TBPB Director's Signature

Date: _____



2018

Tennessee Beef Council Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

UT Beef Day



The Tennessee Beef Council celebrated another fantastic year of UT Beef Day at Neyland Stadium with the Vol Network. Thousands of fans enjoyed free steak

samples from Texas Roadhouse and won beef prizes at the TBIC booth. It was the 31st year that TBIC has partnered with the Vols and the anticipation, excitement and support from fans continues to grow each year. For the past several years, Food City has also been a partner in UT Beef Day offering fans who purchase fresh beef from stores a chance to win tickets to one of the big games of the season, this year being the Tennessee—Alabama game. TBIC was proud to support a new Alzheimer's disease initiative, All In Against Alzheimer's, with the Athletics Department and the UT Medical Center Pat Summitt Clinic. It's a disease that hits home for us as Coach Summitt's father, Richard Head, was a cattle producer and rancher in Cheatham County.

4-H Contests & Beef Backer Program



TBIC again partnered with the 4-H youth program on several different contests during July Beef Month. One of the most anticipated, is a video competition that

challenges students to highlight beef production through their own personal stories. The "Moovie Video" Competition was designed for 4-H youth to share a 2-3-minute video telling the story of beef production from farm to plate, and 2018 saw more video submissions than ever before! Youth also participated in the Beef Backer program giving them the opportunity to promote beef in their communities. Through this program 10 individual beef promotion events in 5 separate counties were hosted by 4-H youth and their advisors.

TENNESSEE
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For more information about your Beef Checkoff call (615)896-5811 or visit TnBeef.org

Dietetic Interns Visit TN Cattle Producer



Sixteen soon-to-be dietitians from Vanderbilt Medical Center visited local cattle producer, Luke McPeak, to learn about how cattle are raised. For many, this

was their first experience on a farm or talking to a cattle producer, so it was an eye-opening learning opportunity. The farm tour visit was followed up with a media workshop where the interns practiced relaying what they learned on the farm into factual, nutrition-focused information for consumers. The attendees walked away with a better understanding about the nutritional benefits of beef in a healthy eating pattern and facts about how cattle are raised in the United States.

First Youth Culinary Camp a Success



TBIC held their first day-long, youth culinary camp at the Lane Agri-Park in Murfreesboro. The kids who attended, ages 9-15, spent the day learning about food safety, beef preparation, grilling steaks, how cattle are raised, and easy

recipes they can recreate at home. Recipes from BeefItsWhatsForDinner.com were used during the culinary camp and kids had the opportunity to practice their cooking skills. This much anticipated day camp was filled weeks in advance and the kids who attended wanted to know when the next camp day would be!

Dietitians Learn About Beef As A First Food



The TBIC exhibited at the annual Tennessee Academy of Nutrition & Dietetics meeting in Chattanooga where 160 Registered Dietitians and

students were in attendance. Prior to the start of the conference, a small dinner event targeted to pediatric dietitians in the state, was held to share important information about including beef as a complementary

food for infants. New resources and educational materials about First Foods for Infants & Toddlers was shared with attendees and the event was very well received.

State-Wide Producer Visits



The TBIC visited with cattle producers across the state, showcasing Checkoff programs and activities. Producers were encouraged to learn more about their Beef Checkoff

program by signing up for the monthly newsletter under the Cattlemen's Corner tab at tnbeef.org.

July Beef Month Highlights



Governor Bill Haslam signed a proclamation again in 2018 recognizing July as Beef Month in Tennessee. To celebrate the occasion, TBIC sent promotional

mailers to food influencers, media outlets, Team Beef members, and each of the livestock markets in Tennessee. The month kicked off with a cooking segment on Today in Nashville where dietitian Karman Meyer prepared Buffalo-Style Beef Tacos, and also discussed the partnership between the National Cattlemen's Beef Association and American Ninja Warrior fan-favorite, Lance Pekus, aka the 'Cowboy Ninja'. TBIC also participated in the annual Memphis Burger Week and Nashville Burger Week promotions, both which continue to be big hits with consumers!

Tennessee Beef Council and Beef Promotion Board

2018 Combined Statement of Activities

Total Revenue	\$808,778
Federal	\$402,850
State	\$405,928
Total Expenses	\$721,871
Promotion	\$121,182
Public Relations.....	\$180,526
Industry Information.....	\$14,506
Producer Comm.....	\$130,554
Federation	\$57,961
Compliance	\$46,817
Administration	\$170,325
Change in Net Assets	\$86,907



Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a "Rethink the Ranch" element to its *Beef. It's What's For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion's added direction compliments the broader messages within the *Beef. It's What's For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry's upgraded website and is being broadly promoted digitally.

Let's face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what's for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
Edgar, Nebraska
Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It's What's For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff's BeefItsWhatsForDinner.com website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It's What's For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff's new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It's the first time BeefItsWhatsForDinner.com has promoted both the product and the people who produce it, a story focused on promoting beef's greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can't be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states' consumers about beef's many benefits. Of special interest has been the campaign's Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It's important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen's Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen's affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It's What's For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018's first half included Japan (\$1.02 billion – up 12 percent from last year's pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

Cattlemen's Beef Board Fiscal Year 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
TOTAL EXPENSES	\$39,934,162

Unaudited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That's 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.



PFS Food Show



TBIC exhibited at the Performance Food Service FoodCentric Food Show this year. The booth shared the beef production story by taking food service professionals on virtual farm tours from *Beef. It's What's For Dinner*. TBIC staff also used this opportunity to share available resources with chefs and restaurant owners, helping them with beef menu ideas as well as nutrition facts.

Music City Fit Expo



TBIC exhibited at the 3rd annual Music City Fit Expo in July at the Vanderbilt Recreation & Wellness Center. To build upon the *Beef. It's What's For Dinner*. national *Strength* campaign, TBIC had American Ninja Warrior Lance Pekus at the Expo to interact with attendees and put them through a 'Farm to Gym' workout, lifting hay bales and carrying feed buckets. Over 2,500 people attended this year and TBIC was able to share nutrition education materials along with samples of Beef Jerky Trail Mix for attendees to take home. In addition to TBIC staff, members of the Team Beef TN running team were on hand to share how beef fits into their active lifestyles.

Youth Culinary Camp



The second annual Youth Culinary Camp was held in the TBIC office during July and it was another sold-out event. Kids ages 9-15 came together for the one-day camp, co-sponsored by Lodge Cast Iron, where they learned how to cook beef for breakfast using cast iron skillets and grill steaks, about beef nutrition and how to identify different beef cuts in the grocery store. The kids also learned about the new *Beef. It's What's For Dinner*. resource, Chuck Knows Beef. Many of the kids said learning how to grill their own steaks was their favorite part of camp and they looked forward to cooking more beef at home with their families!

TN Academy of Nutrition and Dietetics



TBIC was the platinum sponsor of the annual Tennessee Academy of Nutrition & Dietetics meeting with 150 dietitians and dietetic students in attendance. Beef expert bureau member and Registered Dietitian Toby Amador spoke to attendees about helping clients sort through fad diet information in the media and shared helpful resources from BeefItsWhatsForDinner.com. Attendees also had the opportunity to stop by the TBIC booth for educational materials to use in their practices and to ask questions about beef in a healthy, sustainable diet.

FFA Grill Master



The 4th Annual FFA Grill Master competition is in the books and it was an outstanding beef-filled event. Ten FFA chapters showed off their steak grilling skills in hopes of snagging top honors in the state. This year we raised the "steaks" on the competition with amazing sponsorships from Tennessee Farmer's Cooperative, ORCA Coolers, and Lodge Cast Iron.

Southern Women's Show



TBIC was at the Nashville Southern Women's Show again this year to provide a beef cooking demo for attendees. A Mediterranean-inspired recipe from *Beef. It's What's For Dinner*. was shared with the audience, along with the latest research about how beef fits into a balanced, Mediterranean-style eating pattern

July Beef Month Celebrations



Thank you to Governor Bill Lee for kicking off July Beef Month right by signing a proclamation declaring July as Beef Month in Tennessee. Valerie Bass, TBIC Executive Director, and TBIC Board Chairman and cattle producer Gary Daniel met with Governor Lee and Dr. Charlie Hatcher, Commissioner of Agriculture, at the State Capitol to present them with steaks from Southern Natural Farms in Knoxville. The beef was processed at The Walnut Kitchen of Maryville, Tenn., by butcher Ashley Gaylor. The month-long beef celebrations included grilling at FFA camp, Nashville Battle of the Burger, Nashville and Memphis burger week, visits to 4-H Round-Up, 4-H Beef Backer program and, new this year, Beef and Burger days, a partnership with the TN Farmer's Cooperative to celebrate Tennessee's cattle producers.

Tennessee Beef Council 2019 Combined Statement of Activities

Total Revenue	\$819,845
Federal Checkoff	\$394,995
State Promotion	\$388,703
Non-Checkoff Income	\$36,147
Total Expenses	\$812,682
Promotion	\$126,506
Public relations	\$219,522
Industry information	\$17,738
Producer communications	\$122,969
Federation	\$54,705
Compliance	\$49,826
Administration	\$221,416
Change in Net Assets	\$7,163

Tennessee Beef Council 2019 Annual Report



For more information contact us
615-896-5811 | www.tnbeef.org

Battle of the Burger



TBIC was a sponsor of this year's Battle of the Burger in Nashville, hosted by *Nashville Lifestyles* Magazine, and Murfreesboro, hosted by *Murfreesboro Magazine*. TBIC had a booth set up in Nashville showing off Chuck Knows Beef, the all-knowing beef expert powered by Google artificial intelligence and giving participants the chance to take a virtual reality tour of a beef cattle operation. Restaurants served up their best burgers in hopes of grabbing top honors. Burgers were judged by a panel and were also voted on by attendees for a fan favorite award. TBIC Chairman Gary Daniel served on the judging panel for the Nashville event. TBIC staff members Karman Meyer and Janna Sullivan streamed interviews with participating chefs leading up to the Nashville event as well as during the event in both locations.

UT Beef Day



TBIC continued our long-standing partnership with Texas Roadhouse and the Vol Radio Network to celebrate Tennessee's 37,288 beef producers on UT Beef Day at Neyland Stadium. Visitors were treated to mouthwatering steak samples, games and prizes, and even a virtual reality farm tour from *Beef. It's What's For Dinner*. UT Block & Bridle Club was in attendance to help, as was Jennifer Houston, National Cattlemen's Beef Association President.

New program shows off youth beef cooking skills



This year 4-H students had the opportunity to show off their skills in the kitchen in the Savor The Flavor video contest. Students were asked to prepare a short cooking video complete with music and on-screen graphic instructions preparing their favorite *Beef. It's What's For Dinner*. recipe. We had a great pool of videos and it was hard, but we narrowed it down to the top 3. You can watch these top videos in the newsroom on our website, www.TnBeef.org, and try these tasty recipes for yourself.

Holiday cooking class



TBIC hosted a festive holiday cooking class highlighting several timely appetizer and entrée recipes. Attendees prepared various beef recipes from the *Beef. It's What's For Dinner*. library, perfect for holiday entertaining. In addition to the hands-on experience of preparing the recipes, attendees received information about how cattle are raised, beef nutrition, economical ways to serve beef for the holidays, and creative ways to use the delicious leftovers. Chuck Knows Beef, the virtual all-knowing beef expert created by the *Beef. It's What's For Dinner*. team, was also introduced to participants to assist with their beef questions during the holiday season and beyond.

New TBIC staff member



TBIC welcomed Christina Davis as a full-time staff member, serving as the Director of Industry and Retail Relations. Christina has a background in retail, spending eight years with Publix Super Markets. She graduated from MTSU with a degree in Animal Science in December 2018. Christina has had a busy year so far meeting with many county cattlemen's groups to provide updates on the activities of the Beef Checkoff program and building relationships with retail contacts to provide them tools to build their beef case sales.



Federation of State Beef Councils Highlights



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie L. Munns

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeefItsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the *BeefItsWhatsForDinner.com* website.

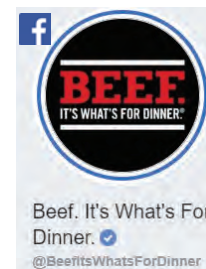
Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the *BeefItsWhatsForDinner.com* website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin'" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking, stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers *BeefItsWhatsForDinner.com*, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.



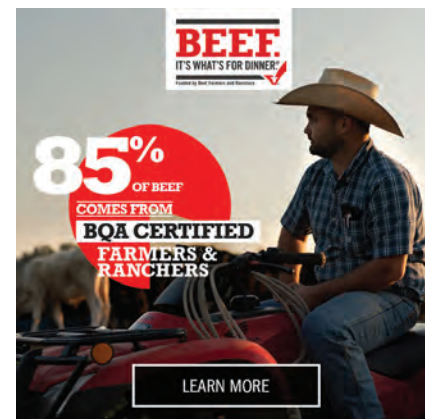
Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativio to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea

and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion.....	\$10,580,409
Research	\$9,891,043
Consumer Information.....	\$7,571,245
Industry Information	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications.....	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight	\$596,367
Administration	\$1,729,852
TOTAL EXPENSES	\$44,306,15

Unaudited Numbers





Tennessee Beef Industry Council and Promotion Board

Marketing Plan 2017– 2018



Vision Statement

To responsibly produce the most trusted and preferred protein in the world.

Mission Statement

A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasingly global population while responsibly managing our own livestock and natural resources.

OBJECTIVE: Communicate accurate beef messages to consumers through Public Relations and Advertising.

Consumer Communications

Public Relations

Strategy: Relay positive and accurate messages about beef & beef production to consumers



Spokespersons for sustainable industry information/cooking demos.



Participate in consumer events that maximize visibility and educational opportunities.



Create/use “how to” beef video demos for consumers on social media.



Promotional materials/information (cookbooks, caps, recipes)



Create events that educate consumers about beef and the beef Industry:

- Chili Cook Off
- UT Beef Day – Fall
 - VOL Radio Network – Radio / Social media – SMOKEY VIDEOS
 - Maximize Social Media opportunities with all partners
 - Beef Day Exhibit, Producer Interview, Foodservice partner – TX Roadhouse, Retail partner – Food City *tickets
- Battle of the Burger – Spring - April
 - Nashville Lifestyles Print/Social Media – Chef Interviews
 - 15 Nashville restaurants, 500 mostly millennial attendees
- Paring Events
 - Beef & wine
 - Beef and Beer
- July Beef Month – Summer – July / Social Media
 - Media/Influencer/Dietitian JBM Promotional Kits
 - Nashville Lifestyles
 - Burger Week - Chef Interviews
 - Memphis Flyer
 - Burger Week – Chef Interviews
 - Governor’s Proclamation / Beef Presentation
 - Beef Night at the Ballpark with the SOUNDS - social media only / Videos

Strategy: Promote beef through various ad media methods to consumers.



Digital Media – Facebook, Twitter, Instagram, Pinterest

- Social Media platforms and ad placement
- Contests
- Ad Boosting
- E-newsletters
- Facebook Live



Traditional Media - Estimated Reach:

Radio

- UT* - 89 stations 3mo, social media promo, fs/retail promo, Beef Day exhibit/banners

Print

- News releases - July Beef Month, Nutrition Month, Back to School, Holiday, etc.
- Magazine – Advertorials and Articles

TV

- Nashville – Channel 4 (Scarborough Data 2014 #1 in social media in Nash mkt.
 - digital campaign (contest) and noon cooking spots)
- Memphis – Replicate Nashville media opportunities – if funds allow

ADDITIONAL IDEAS:

Maximize UT BEEF DAY Social Media opportunities

Paring Events











Consumer Communications		
<u>National</u> \$107,500	<u>State</u> \$141,500	<u>Total</u> \$249,000

Influencer Communications

OBJECTIVE: Communicate with consumer influencers with factual information about beef, beef marketing, sales materials and information, position beef as a power food and share its essential health benefits.

Retail & Foodservice

Strategy: Work with Retailers and Food Service Operators to increase beef promotions, sales and product knowledge.









-   Coordinate Beef Training for retailers and foodservice operators – AS NEEDED
 - beef cutting demonstration, merchandising ideas
 - information on beef cuts, provide educational materials as needed
 - attend/exhibit industry association meetings
-   Coordinate farm tours for retailers / foodservice operators
-   Coordinate the FOODive program to inspire chefs to use beef in new ways
-   Work with State's Culinary Schools to provide beef training to students and faculty
 - beef cutting, cookery, educational materials and Industry overview
-   Participate in instore promotion opportunities with retail and food service partners
 - as they arise and meet our marketing plan objectives

ADDITIONAL IDEAS:

Continue Building Relationships with Chefs

Health & Nutrition Education

Strategy: Promote beef's role in a healthy diet to health/food influencers throughout the state.

-   Sponsor TN Assn. of Nutrition & Dietetics, School Foodservice, Tennessee Academy of Family Physicians and other health professional meetings / organizations (regional dietetic association meeting)
-   Provide educational opportunities (tour, seminar, dietitian blogger event, etc.) and resources to health influencers – DIETETIC INTERNS, Partner with Dairy to reach Masters or Undergrad dieticians
-   Provide food editors/professionals/bloggers with beef information, recipes, etc.
 - BEEFwise
-   Coordinate Team Beef Program – Jill
 - Program content, work with director, oversee promotion/social media









ADDITIONAL IDEAS

Work with youth to share beef cooking / nutrition information.

Work with Extension Family and Consumer Science Agents

Youth Education

Strategy: Provide youth influencers with resource information about beef nutrition and how cattle are cared for and raised.

-   Provide teacher kits and educational materials as needed
 - FB's 'Ag in the Classroom' workshops/sponsor, Field Days, Farm Days
-   Sponsor High School Culinary Completions – present beef information to teachers (culinary and lifespan nutrition)
 - ProStart – TN Hospitality, Skills USA – TN Dept. of Ed.(Bi-annual)
 - FCCLA
-   4-H Partnership
 - Sponsor agent workshop, Present at Roundup, Coordinate contests (Moovie, More than Meat drawing contest, Beef Backer), Coordinate outdoor meat cookery trainings
-   FFA Partnership
 - Provide beef information to coordinators
 - Coordinate contest(s)

- Grill Master @ State Fair



Purchase / Update Cowboy in the Classroom educational materials

- Wow that Cow (out of publication), Books – to be read in classroom, Cow Tales mag



Develop Youth Culinary Camp / Cooking Program

- Possible partnership with LODGE mnfg.



Coordinate Collegiate Internship Program

- Direct activities



'Beef for the Classroom' Grant program

- Management, provide needed materials to TN High School culinary teachers



Work with High School culinary programs to provide beef training to students/faculty

- beef cutting, cookery, educational materials and Industry overview

ADDITIONAL IDEAS:

Influencer Communications		
<u>National</u> 94,750	<u>State</u> 114,250	<u>Total</u> 209,000

Industry Communications

OBJECTIVE: Be a source of information and representation adding the beef industry perspective and providing factual information about the industry when communicating with those close to the industry and those less informed.

Industry Representative \$12,600

Strategy: Facilitate opportunities for sharing information and perspective about beef and the beef industry with consumers, civic organizations and other interested groups.



Represent Beef Industry on community boards



Speak on behalf of the Industry and Council at community meetings, etc.

Producer Communication

Strategy: Facilitate opportunities for sharing the accomplishments of beef promotion programs.



Work with Livestock Markets to increase awareness of the accomplishments of the state and national beef promotion programs. (Buyer's cards, July Beef Month materials, visits)



Inform industry organizations/producers about the national and state promotion programs through producer ads, press releases, (E) newsletters, annual reports. Advertise in producer focused areas (industry publications, radio, various media (banners, billboards, etc.)



Work with industry partners to relay information at producer meetings, farm days, customer appreciation days, etc. and receive feedback from producers.



Promote Masters of Beef Advocacy, BQA and Master Beef programs



Speak to producer groups about the Beef Checkoff Promotion programs.



Magazine Print – TCA - TCA – 7,000 readers / issue (12)

ADDITIONAL IDEAS: [Planned spending \$50,000]

***Faces of Farming campaign - Print and Video production and placement
TV, Print, Social Media

Producer Livestock Market Luncheons

Research and Education

Strategy: Fund important industry research proposals and or projects that are outside the narrow scope of the 'Beef Checkoff Program,' funding criteria, and within the scope of Beef Promotion Program funding criteria.



Fund cattle research proposals from in-state universities that meet proposal guidelines and assist a majority of the diverse cattle producers with relevant information discovery useful in decision making regarding best management practices for producing a marketable quality beef product.



Fund important educational projects which further student, producer or consumer knowledge of the beef cattle industry.

Collections / Compliance

Strategy: Administer a collection/compliance reporting procedure outlined in the laws and regulations governing the state and national programs.



Distribute forms and supplies to collection sites and individual producers and place at least one remittance form ad in producer trade publication annually.



Monitor trade outlets / Livestock markets for cattle sales, monthly remittance reports, mail letters & forms to sellers.



Maintain record keeping software for programs and contact as required by law sites found to be in non-compliance and conduct audits as necessary.



Audit at least 4 order buyers for use of non-producer status forms.

National Programs

Strategy: Be involved and knowledgeable about national Checkoff opportunities and programs and give input to national committees that direct the national Checkoff program.



Invest in Federation of State Beef Councils.



Provide funding for Federation representative(s) and or Chairman to attend national / regional meetings.

ADDITIONAL Ideas:

Industry Communications		
<u>National</u>	<u>State</u>	<u>Total</u>
127,200	152,400	279,600

Administration

OBJECTIVE: Provide efficient administrative services to the state and national Beef Checkoff programs

Strategy: Provide operational support to the State and National Beef Checkoff programs.



Coordinate year-end audit with independent CPA firm.



Coordinate TN Beef Promotion year-end audit with State of Tennessee.



Coordinate office management.



Provide financial accounting services and compliance management

Strategy: Provide administrative oversight for the State and National Beef Checkoff Programs



Provide executive leadership to organization.



Coordinate with Chairman and Executive Committee



Report progress to Executive Committee and Board



Coordinate with the TN Department of Agriculture

Administration		
<u>National</u> 77,950	<u>State</u> 59,550	<u>Total</u> 133,500

Grand Total		
<u>National</u> 407,400	<u>State</u> 467,700	<u>Total</u> 857,100

Tennessee Beef Industry Council

Tennessee Promotion Board

Marketing Plan 2018– 2019

Vision Statement

To responsibly produce the most trusted and preferred protein in the world.

Mission Statement

A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasingly global population while responsibly managing our own livestock and natural resources.









Consumer Communications

<u>National</u>	<u>State</u>	<u>Total</u>
\$128,500	\$123,500	\$252,000

OBJECTIVE: Communicate accurate beef messages to consumers through Public Relations and Advertising.





Public Relations

Strategy: Relay positive and accurate messages about beef & beef production to consumers

-   Educate consumers about beef and industry information including: educators (youth and adult), chefs, healthcare professionals and other audiences
 - Girls Grilling, Farm Tours, Culinary Events, etc.
-   Create / Participate in consumer events that maximize visibility and educational opportunities for beef and the beef industry.
 - Battle of the Burger, Burger Week, Beef Day / Beef Night, Chef Interviews, etc.
-   Create / Provide “how to” beef video demos or presentations for consumers.
-   Provide promotional materials/information
 - Cookbooks, caps, beef recipes, etc.
-   Celebrate July Beef Month by creating a buzz around different events during the month.
 - Media/Influencer/Dietitian JBM Promotional Kits, Burger Week, Governor’s Proclamation / Beef Presentation, etc.
-   Provide teacher kits and educational materials as needed to ‘Ag in the Classroom’ workshops/sponsor, Field Days, Farm Days, etc.
-   Purchase / Update youth classroom educational materials and displays

Advertising / Social Media

Strategy: Strategically place advertising / social media to reach consumers with Beef messages

-   Digital Media
 - Use Social media platforms like Facebook, Twitter, Instagram, Pinterest, Ad placement / boosting, contests, e-newsletters, maximize opportunities with partners
 - Melt Water – media data base – share beef stories with new journalist
-   Radio
 - VOL Radio Network - 89 stations, social media promos, digital stadium banners
 - BEEF DAY - fs/retail partners, ticket contest, on-site event, banners, producer interview. Supplemental July Beef Month – social media ads on multiple platforms.
 - July Beef Month – top tier mix (Nashville, Knoxville, Memphis)
 - Spotify / Pandora – top tier mix (Nashville, Memphis, Knoxville, Chattanooga)



Print

- News releases - July Beef Month, Nutrition Month, Back to School, Holiday, etc.
- Consumer/Influencer Magazine – Ads, Advertorials and Articles



TV

- Top Tier Mix (Nashville, Knoxville, Memphis) digital ads, cooking spots, etc.

Influencer Communications

National	State	Total
84,000	91,000	175,000

OBJECTIVE: Communicate with consumer influencers with factual product information about beef. Share beef's power food benefits and essential health benefits.

Health & Nutrition Education

Strategy: Promote beef's role in a healthy diet to health/food influencers throughout the state.



Sponsor Tennessee Assn. of Nutrition & Dietetics, School Foodservice, Tennessee Academy of Family Physicians and other health professional meetings / organizations (regional dietetic association meeting), provide speaker / materials / exhibit / ads as needed



Provide educational opportunities (tour, seminar, dietitian blogger event, etc.) and resources to health influencers, partner with Dairy to reach masters or undergrad dietitians if possible.



Manage TBIC Dietetic Intern Program – provide training for dietetic interns



Provide food editors/professionals/bloggers with current beef research and information



Coordinate with Team Beef Program Director, Jill Merkle, to provide program content, oversee promotion/social media



Participate in health promotion opportunities with retail partners (Little Clinic, retail dietitians)



Work with Extension Agents and School Food Service professionals to provide current and factual beef nutrition information



Work with youth to provide beef cooking and nutrition information



Help Coordinate Collegiate Internship Program – assist with training, help direct activities

Retail & Foodservice

Strategy: Work with Retailers/Food Service Operators to increase sales and product knowledge.



Coordinate cutting demos, merchandising, provide educational materials, exhibit meetings



Coordinate farm tours for retailers / foodservice operators
















Coordinate the FOODive program to inspire chefs to use beef in new ways



Youth Education

Strategy: Provide youth influencers with resource information about beef nutrition and how cattle are cared for and raised.

-   Coordinate 4-H Partnership including management and promotion for Savor the Flavor video and Beef Backer challenges. Coordinate meat cookery training as needed.
-   Coordinate FFA Partnership including providing materials and managing the Grill Master Challenge at State Fair, training summer intern to conduct Grilling Class at FFA Camp
-   Coordinate Youth Culinary Summer Camp
-   Help Coordinate Collegiate Internship Program – assist with training, help direct activities
-   Coordinate 'Beef for the Classroom' Grant program including management, provide needed materials to TN High School culinary teachers
-   Coordinate High School and Secondary culinary programs as needed to provide beef training to students/faculty including beef cutting, cookery, educational materials and industry overview (includes ProStart, SkillsUSA, FCCLA programs, etc.)
-  Sponsor Tennessee Ag in the Classroom Program, FFA and 4H Programs





Industry Communications

<u>National</u>	<u>State</u>	<u>Total</u>
117,500	155,000	272,500

OBJECTIVE: Be a source of information and representation adding the beef industry perspective and providing factual information about the industry when communicating with those close to the industry and those less informed.



Industry Representative

Strategy: Share information and perspective about beef and the beef industry with consumers, civic organizations and other interested groups.

-   Represent Beef Industry on community boards
-   Speak on behalf of the Industry and Council at community meetings, etc.

Producer Communication

Strategy: Facilitate opportunities for sharing the accomplishments of beef promotion programs.

-   Work with Livestock Markets to increase awareness of the accomplishments of the state and national beef promotion programs. (Buyer's cards, July Beef Month materials, visits)



Inform industry organizations/producers about the national and state promotion programs through producer ads, press releases, newsletters, annual reports. Advertise in producer focused areas (industry publications, radio, various media (banners, billboards, etc.)



Work with industry partners to relay information at producer meetings, farm days, customer appreciation days, etc. and receive feedback from producers.



Promote Masters of Beef Advocacy, BQA and Master Beef programs



Speak to producer groups about the Beef Checkoff Promotion programs.



Place Advertising - place Print, Radio, Digital/Social media to reach Tennessee cattle producers with information / advertising about their beef checkoff program



Host producer 'lunch and learn about the Checkoff' with livestock markets, etc. (8 – 10)

Research and Education

Strategy: Fund proposals / educational projects allowed by Tennessee Beef Promotion Program



Fund proposals from in-state universities meeting guidelines and assisting a majority of the diverse cattle producers with relevant information discovery useful in decision making regarding best management practices for producing a marketable quality beef product.



Fund educational projects/programs which further student, producer or consumer knowledge of the beef cattle industry.

Collections / Compliance

Strategy: Administer a collection/compliance reporting procedure outlined in the laws and regulations governing the state and national programs.



Distribute forms and supplies to collection sites and individual producers and place at least one remittance form ad in producer trade publication annually.



Monitor trade outlets / Livestock markets for cattle sales, monthly remittance reports, mail letters & forms to sellers.



Maintain record keeping software for programs and contact as required by law sites found to be in non-compliance and conduct audits as necessary.



Audit at least 4 order buyers for use of non-producer status forms.

National Programs

Strategy: Be involved and knowledgeable about national Checkoff opportunities and programs and give input to national committees that direct the national Checkoff program.



Invest in Federation of State Beef Councils.



Travel funding for Federation Reps / Chairman to attend national/regional meetings.









Administration








<u>National</u>	<u>State</u>	<u>Total</u>
84,000	67,100	151,100

OBJECTIVE: Provide efficient administrative services to the state and national Beef Checkoff programs

Strategy: Provide operational support to the State and National Beef Checkoff programs.

-   Coordinate year-end audit with independent CPA firm.
-   Coordinate office management.
-   Provide financial accounting services and compliance management

Strategy: Provide administrative oversight for the State and National Beef Checkoff Programs

-   Provide executive leadership to organization.
-   Coordinate with Chairman and Executive Committee
-   Report progress to Executive Committee and Board
-  Coordinate with the TN Department of Agriculture

National / State Total		
<u>National</u>	<u>State</u>	<u>Total</u>
414,000	436,600	850,600

Tennessee Beef Industry Council

Tennessee Promotion Board

Marketing Plan 2019– 2020

Vision Statement

To responsibly produce the most trusted and preferred protein in the world.

Mission Statement

A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasingly global population while responsibly managing our own livestock and natural resources.

Consumer Communications

National	State	Total
\$128,500	\$123,500	\$252,000

OBJECTIVE: Communicate accurate beef messages to consumers through Public Relations and Advertising.

Public Relations

Strategy: Relay positive and accurate messages about beef & beef production to consumers



Educate consumers about beef and industry information including: educators (youth and adult), chefs, healthcare professionals and other audiences

- Girls Grilling, Farm Tours, Culinary Events, etc.
- **Memphis In May – TDA**
- **Fire & Ice – Hop Springs**
- **Vintage 901 – Beef & Wine Pairing**
- **Holiday Cooking Class**



Create / Participate in consumer events that maximize visibility and educational opportunities for beef and the beef industry.

- Battle of the Burger, Burger Week, Beef Day / Beef Night, Chef Interviews, etc.
- **Battle of the Bowl – Lone Oaks**
- **Brisket Cooking classes – (Dr. Bates UT mentioned interest)**



Create / Provide “how to” beef video demos or presentations for consumers.

- **You Tube Series – Food Network Style – possibly 4 videos (/professional videographer / MSTU)**



Provide promotional materials/information

- Cookbooks, caps, beef recipes, etc.



Celebrate July Beef Month by creating a buzz around different events during the month.

- Media/Influencer/Dietitian JBM Promotional Kits, Burger Week, Governor’s Proclamation / Beef Presentation, etc.



Provide teacher kits and educational materials as needed to ‘Ag in the Classroom’ workshops/sponsor, Field Days, Farm Days, etc.



Purchase / Update youth classroom educational materials and displays

Advertising / Social Media

Strategy: Strategically place advertising / social media to reach consumers with Beef messages



Digital Media

- Use Social media platforms like Facebook, Twitter, Instagram, Pinterest, Ad placement / boosting, contests, e-newsletters, maximize opportunities with partners
- Melt Water – media data base – share beef stories with new journalist





Radio

- VOL Radio Network - 89 stations, social media promos, digital stadium banners
- BEEF DAY - fs/retail partners, ticket contest, on-site event, banners, producer interview. Supplemental July Beef Month – social media ads on multiple platforms.
- July Beef Month – top tier mix (Nashville, Knoxville, Memphis)
- Spotify / Pandora – top tier mix (Nashville, Memphis, Knoxville, Chattanooga)
- **High School Football results weekly + coaches football book – Murphy Fair**



Print

- News releases - July Beef Month, Nutrition Month, Back to School, Holiday, etc.
- Consumer/Influencer Magazine – Ads, Advertorials and Articles
- **Parenting Magazine – Nashville, Williamson, Rutherford, Sumner – 59K**



TV

- Top Tier Mix (Nashville, Knoxville, Memphis) digital ads, cooking spots, etc.

Influencer Communications

<u>National</u>	<u>State</u>	<u>Total</u>
84,000	91,000	175,000

OBJECTIVE: Communicate with consumer influencers with factual product information about beef. Share beef's power food benefits and essential health benefits.

Health & Nutrition Education

Strategy: Promote beef's role in a healthy diet to health/food influencers throughout the state.



Work with Tennessee Assn. of Nutrition & Dietetics, School Foodservice, Tennessee Academy of Family Physicians and other health professional meetings / organizations (regional dietetic association meeting), provide speaker / materials / exhibit / ads as needed



Provide educational opportunities (tour, seminar, dietitian blogger event, students, etc.) and resources to health influencers, partner with Dairy to reach masters or undergrad dieticians if possible.

- **Strength Mailers**
- **UT Martin Symposium**



Provide food editors/professionals/bloggers with current beef research and information

- **NCBA Culinary Tour**



Coordinate with Team Beef Program Director, Jill Merkle, to provide program content, oversee promotion/social media

- **Increase runners in other areas – Knoxville / Chattanooga**



Participate in health promotion opportunities with retail partners (Little Clinic, retail dieticians)



Work with Extension Agents and **School Food Service professionals** to provide current factual beef nutrition information



Work with youth to provide beef cooking and nutrition information





Help Coordinate Collegiate Internship Program – assist with training, help direct activities

Retail & Foodservice

Strategy: Work with Retailers/Food Service Operators to increase sales and product knowledge.



Coordinate cutting demos, merchandising, provide educational materials, exhibit meetings



Coordinate farm tours for retailers / foodservice operators

- **Preconference Retailers tour – Grocers Show**



Work to highlight beef and TN Beef to inspire chefs to use beef in new ways

Youth Education

Strategy: Provide youth influencers with resource information about beef nutrition and how cattle are cared for and raised.



Coordinate 4-H Partnership including management and promotion for Savor the Flavor video and Beef Backer challenges. Coordinate meat cookery training as needed.



Coordinate FFA Partnership including providing materials and managing the Grill Master Challenge at State Fair, training summer intern to conduct Grilling Class at FFA Camp

- **Investigate starting National FFA Grill Master Championship**



Coordinate Youth Culinary Summer Camp



Help Coordinate Collegiate Internship Program – assist with training, help direct activities



Coordinate 'Beef for the Classroom' Grant program including management, provide needed materials to TN High School culinary teachers **Increase funding to encourage participation**



Coordinate High School and Secondary culinary programs as needed to provide beef training to students/faculty including beef cutting, cookery, educational materials and industry overview (includes ProStart, SkillsUSA, FCCLA programs, etc.)



Sponsor Tennessee Ag in the Classroom Program, FFA and 4H Programs

Industry Communications

National	State	Tennessee
117,500	155,000	212,500



OBJECTIVE: Be a source of information and representation adding the beef industry perspective and providing factual information about the industry when communicating with those close to the industry and those less informed.

Industry Representative

Strategy: Share information and perspective about beef and the beef industry with consumers, civic organizations and other interested groups.



Represent Beef Industry on community boards



Speak on behalf of the Industry and Council at community meetings, etc.

Producer Communication

Strategy: Facilitate opportunities for sharing the accomplishments of beef promotion programs.



Work with Livestock Markets to increase awareness of the accomplishments of the state and national beef promotion programs. (Buyer's cards, July Beef Month materials, visits)



Inform industry organizations/producers about the national and state promotion programs through producer ads, press releases, newsletters, annual reports. Advertise in producer focused areas (industry publications, radio, various media (banners, billboards, etc.)



Work with industry partners to relay information at producer meetings, farm days, customer appreciation days, etc. and receive feedback from producers.



Promote Masters of Beef Advocacy, BQA and Master Beef programs

- Environmental Stewardship Award Application
- BQA Award TN Entry



Speak to producer groups about the Beef Checkoff Promotion programs.



Place Advertising - place Print, Radio, Digital/Social media to reach Tennessee cattle producers with information / advertising about their beef checkoff program

- FB News, Co-op, TCA



Host producer 'lunch and learn' about the Checkoff'

- Farm Bureau information sessions

Research and Education



Strategy: Fund proposals / educational projects allowed by Tennessee Beef Promotion P



Fund proposals from in-state universities meeting guidelines and assisting a majority of the diverse cattle producers with relevant information discovery useful in decision making regarding best management practices for producing a marketable quality beef product.



Fund educational projects/programs which further student, producer or consumer knowledge of the beef cattle industry.

Collections / Compliance

Strategy: Administer a collection/compliance reporting procedure outlined in the laws and regulations governing the state and national programs.



Distribute forms and supplies to collection sites and individual producers and place at least one remittance form ad in producer trade publication annually.



Monitor trade outlets / Livestock markets for cattle sales, monthly remittance reports, mail letters & forms to sellers.



Maintain record keeping software for programs and contact as required by law sites found to be in non-compliance and conduct audits as necessary.



Audit at least 4 order buyers for use of non-producer status forms.



Work to make sure Buying Stations are Checkoff Compliant

National Programs

Strategy: Be involved and knowledgeable about national Checkoff opportunities and programs and give input to national committees that direct the national Checkoff program.



Invest in Federation of State Beef Councils.



Travel funding for Federation Reps / Chairman to attend national/regional meetings.

Administration

<u>National</u>	<u>State</u>	<u>Total</u>
84,000	67,100	151,100

OBJECTIVE: Provide efficient administrative services to the state and national Beef Checkoff programs

Strategy: Provide operational support to the State and National Beef Checkoff programs.



Coordinate year-end audit with independent CPA firm.



Coordinate office management.



Provide financial accounting services and compliance management



Coordinate with USDA

Strategy: Provide administrative oversight for the State and National Beef Checkoff Programs



Provide executive leadership to organization.



Coordinate with Chairman and Executive Committee



Report progress to Executive Committee and Board



Coordinate with USDA



Coordinate with the TN Department of Agriculture

National / State Total		
<u>National</u>	<u>State</u>	<u>Total</u>
414,000	436,600	850,600

